

**AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior listings of claims:

**Listing of Claims:**

1. (Currently Amended) A media content distribution and display system, comprising:
  - a central server for receiving and storing a plurality of media content, wherein each of the media content has one or more attributes associated therewith that relate to characteristics of the media content;
  - an electronic network for communicating with the central server; and
  - a plurality of remote display devices for receiving via the electronic network the media content from the central server, wherein each of the remote display devices includes:
    - at least one electronic display,
    - one or more target attributes associated with the remote display device that relate to environmental variables of the remote display device, and
    - a biasing engine for comparing the media content attributes with the target attributes, and for causing the electronic display to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes, and
    - a local storage medium for storing the media content received from the central server.
2. (Original) The system of claim 1, wherein the one or more target attributes associated with one of the plurality of remote display devices is different from the one or more target attributes associated with another one of the plurality of remote display devices.
3. (Original) The system of claim 2, wherein the predetermined matching criteria of the biasing engine of one of the plurality of remote display devices is different from the predetermined matching criteria of the biasing engine of another one of the plurality of remote display devices.
4. (Original) The system of claim 1, further comprising:

at least one user device for submitting via the network the media content and the attributes associated therewith to the central server.

5. (Original) The system of claim 1, wherein the predetermined matching criteria includes whether any of the media content attributes match any of the target attributes.

6. (Original) The system of claim 5, wherein the biasing engine assigns varying weights to 5 target attributes and ranks the media content having attributes matching the target attributes by the weighted target attributes, and wherein the predetermined matching criteria includes consideration of the ranking of the media content.

7. (Original) The system of claim 1, wherein each of the remote display devices further comprises:

hardware sensors for measuring the environmental variables of the remote display device.

8. (Original) The system of claim 7, wherein each of the remote display devices further comprises:

software sensors for measuring the environmental variables of the remote display device.

9. (Canceled).

10. (Currently Amended) The system of claim [[9]] 1, wherein each of the remote display devices further comprise:

a retrieval search engine that searches for and retrieves via the network any of the media content having attributes that satisfy the predetermined matching criteria but are not stored on the local storage medium.

11. (Original) The system of claim 10, wherein the retrieval search engine searches for media content stored on the central server and any of the local storage medium's of the remote display devices.

12. (Original) The system of claim 10, wherein predetermined matching criteria for each remote display device includes consideration of whether the media content is stored on the local storage medium.

13. (Original) The system of claim 1, wherein at least one of the remote display devices comprises a plurality of the electronic displays.

14. (Original) The system of claim 13, wherein for the one remote display device: for each of the electronic displays, one or more target attributes are associated therewith that relate to environmental variables of the electronic display,

the one or more target attributes associated with one of the electronic displays are different from the one or more target attributes associated with another one of the electronic displays, and

the biasing engine causes each one of the electronic displays to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes associated with the one electronic display.

15. (Original) The system of claim 1, further comprising:

a plurality of the central servers for receiving and storing the plurality of media content.

16. (Currently Amended) A media content distribution and display system, comprising:

a plurality of remote display devices for storing and displaying media content each having one or more attributes associated therewith that relate to characteristics of the media content, wherein each of the remote display devices includes:

at least one electronic display,

one or more target attributes associated with the remote display device that relate to environmental variables of the remote display device, and

a biasing engine for comparing the media content attributes with the target attributes, and for causing the electronic display to display only those of the media content having one or more of the attributes associated therewith that satisfy a

predetermined matching criteria with respect to the one or more target attributes; and an electronic network connected to each of the plurality of remote devices for sending at least some the media content and the one or more attributes associated therewith from one of the remote display devices to another of the remote display devices, and

a retrieval search engine that searches for and retrieves via the network any of the media content having attributes that satisfy the predetermined matching criteria but are not stored on the remote display device.

17. (Original) The system of claim 16, wherein the one or more target attributes associated with one of the plurality of remote display devices is different from the one or more target attributes associated with another one of the plurality of remote display devices.

18. (Original) The system of claim 17, wherein the predetermined matching criteria of the biasing engine of one of the plurality of remote display devices is different from the predetermined matching criteria of the biasing engine of another one of the plurality of remote display devices.

19. (Original) The system of claim 16, further comprising:  
at least one user device for submitting via the network the media content and the attributes associated therewith to at least one of the remote display devices.

20. (Original) The system of claim 16, wherein the predetermined matching criteria includes whether any of the media content attributes match any of the target attributes.

21. (Original) The system of claim 20, wherein the biasing engine assigns varying weights to target attributes and ranks the media content having attributes matching the target attributes by the weighted target attributes, and wherein the predetermined matching criteria includes consideration of the ranking of the media content.

22. (Original) The system of claim 16, wherein each of the remote display devices further comprises:

hardware sensors for measuring the environmental variables of the remote display device.

23. (Original) The system of claim 22, wherein each of the remote display devices further comprises:

software sensors for measuring the environmental variables of the remote display device.

24. (Canceled).

25. (Original) The system of claim 16, wherein predetermined matching criteria for each one of the remote display devices includes consideration of whether the media content is locally stored on the one remote display device.

26. (Original) The system of claim 16, wherein at least one of the remote display devices comprises a plurality of the electronic displays.

27. (Original) The system of claim 16, wherein for the one remote display device: for each of the electronic displays, one or more target attributes are associated therewith that relate to environmental variables of the electronic display,

the one or more target attributes associated with one of the electronic displays are different from the one or more target attributes associated with another one of the electronic displays, and

the biasing engine causes each one of the electronic displays to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes associated with the one electronic display.

28. (Currently Amended) A media content distribution and display system, comprising:

a central server for receiving and storing a plurality of media content, wherein each of the media content has one or more attributes associated therewith that relate to characteristics of the media content;

an electronic network for communicating with the central server; and

a plurality of remote display devices for receiving via the electronic network the media content from the central server, wherein each of the remote display devices includes:

at least one electronic display, and  
one or more target attributes associated with the remote display device that relate to environmental variables of the remote display device; and  
at least one biasing engine, located at the central server, for comparing the media content attributes with the target attributes of the plurality of remote display devices, wherein for each one of the plurality of remote display devices, the biasing engine causes the electronic display to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes of the one remote display device.

29. (Canceled).

30. (Original) The system of claim 28, wherein the one or more target attributes associated with one of the plurality of remote display devices is different from the one or more target attributes associated with another one of the plurality of remote display devices.

31. (Currently Amended) The system of claim [[29]] 28, wherein the predetermined matching criteria of the biasing engine of one of the plurality of remote display devices is different from the predetermined matching criteria of the biasing engine of another one of the plurality of remote display devices.

32. (Original) The system of claim 28, further comprising:

at least one user device for submitting via the network the media content and the attributes associated therewith to the central server.

33. (Original) The system of claim 28, wherein the predetermined matching criteria includes whether any of the media content attributes match any of the target attributes.

34. (Original) The system of claim 33, wherein the biasing engine assigns varying weights to target attributes and ranks the media content having attributes matching the target

attributes by the weighted target attributes, and wherein the predetermined matching criteria includes consideration of the ranking of the media content.

35. (Original) The system of claim 28, further comprising:  
hardware sensors for measuring the environmental variables of the remote display devices.

36. (Original) The system of claim 35, further comprising:  
software sensors for measuring the environmental variables of the remote display devices.

37. (Original) The system of claim 28, wherein each of the remote display devices further comprise:

a local storage medium for storing the media content received from the central server.

38. (Original) The system of claim 37, wherein each of the remote display devices further comprise:

a retrieval search engine that searches for and retrieves via the network any of the media content having attributes that satisfy the predetermined matching criteria but are not stored on the local storage medium.

39. (Original) The system of claim 38, wherein the retrieval search engine searches for media content stored on the central server and any of the local storage medium's of the remote display devices.

40. (Original) The system of claim 38, wherein predetermined matching criteria for each remote display device includes consideration of whether the media content is stored on its local storage medium.

41. (Original) The system of claim 38, wherein at least one of the remote display devices comprises a plurality of the electronic displays.

42. (Original) The system of claim 41, wherein for the one remote display device: for each of the electronic displays, one or more target attributes are associated therewith that relate to environmental variables of the electronic display,

the one or more target attributes associated with one of the electronic displays are different from the one or more target attributes associated with another one of the electronic displays, and

the biasing engine causes each one of the electronic displays to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes associated with the one electronic display.

43. (Original) The system of claim 28, further comprising:

a plurality of the central servers for receiving and storing the plurality of media content.

44. (Currently Amended) A method of distributing and displaying media content on a distribution system having a central server that communicates with a plurality of remote display devices via an electronic network, each of the remote display devices including at least one electronic display and one or more target attributes associated therewith that relate to environmental variables of the remote display device, comprising the steps of:

storing a plurality of media content on the central server, wherein each of the media content has one or more attributes associated therewith that relate to characteristics of the media content; and

for each one of the plurality of remote display devices:

comparing the media content attributes with the one or more target attributes, and displaying on the electronic display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes, wherein the predetermined matching criteria includes whether any of the media content attributes match any of the target attributes.

45. (Original) The method of claim 44, wherein the one or more target attributes associated with one of the plurality of remote display devices is different from the one or more target attributes associated with another one of the plurality of remote display devices.

46. (Original) The method of claim 45, wherein the predetermined matching criteria for one of the plurality of remote display devices is different from the predetermined matching criteria for another one of the plurality of remote display devices.

47. (Original) The method of claim 44, wherein the storing of the plurality of media content on the central server further includes the steps of:

inputting the media content into user device; and

transmitting the inputted media content from the user device to the central server via the electronic network.

48. (Canceled).

49. (Currently Amended) The method of claim [[48]] 44, further comprising the step of

assigning varying weights to the target attributes; and

ranking the media content having attributes matching the target attributes by the weighted target attributes, wherein the predetermined matching criteria includes consideration of the ranking of the media content.

50. (Original) The method of claim 44, further comprising the step of:

measuring the environmental variables of the remote display devices via hardware sensors.

51. (Original) The method of claim 50, further comprising the step of:

measuring the environmental variables of the remote display devices via software sensors.

52. (Original) The method of claim 44, further comprising the step of:

storing the media content on a local storage mediums of the remote display devices.

53. (Original) The method of claim 52, wherein for each of the remote display devices, further comprising the step of:

searching for and retrieving via the network any of the media content having attributes that satisfy the predetermined matching criteria but are not stored on the local storage medium.

54. (Original) The method of claim 53, wherein the searching for and retrieving of the media content includes searching the central server and any of the local storage medium's of the remote display devices.

55. (Original) The method of claim 52, wherein predetermined matching criteria for each remote display device includes consideration of whether the media content is stored on the local storage medium.

56. (Original) The method of claim 44, wherein at least one of the remote display devices comprises a plurality of the electronic displays.

57. (Original) The method of claim 56, wherein for each of the electronic displays of the one remote display device:

one or more target attributes are associated therewith that relate to environmental variables of the electronic display such that the one or more target attributes associated with one of the electronic displays are different from the one or more target attributes associated with another one of the electronic displays, and

the displaying of the media content on the electronic display includes displaying only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes associated with the one electronic display.

58. (Currently Amended) A method of distributing and displaying media content on a distribution system having a plurality of remote display devices that communicate with each other via an Electronic network, each of the remote display devices including at least one electronic display, a local storage medium, and one or more target attributes associated therewith that relate to environmental variables of the remote display device, comprising the steps of:

storing a plurality of media content on the local storage mediums, wherein each of the media content has one or more attributes associated therewith that relate to characteristics of the media content; and

for each one of the plurality of remote display devices:

comparing the media content attributes with the one or more target attributes, and  
displaying on the electronic display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes, and

searching for and retrieving via the network any of the media content having attributes that satisfy the predetermined matching criteria but are not stored on the local storage medium.

59. (Original) The method of claim 58, wherein the one or more target attributes associated with one of the plurality of remote display devices is different from the one or more target attributes associated with another one of the plurality of remote display devices.

60. (Original) The method of claim 58, wherein the predetermined matching criteria for one of the plurality of remote display devices is different from the predetermined matching criteria for another one of the plurality of remote display devices.

61. (Original) The method of claim 58, wherein the storing of the plurality of media content on the plurality of remote display devices further includes the steps of:

inputting the media content into user device; and

transmitting the inputted media content from the user device to the plurality of remote display devices via the electronic network.

62. (Original) The method of claim 58, wherein the predetermined matching criteria includes whether any of the media content attributes match any of the target attributes.

63. (Original) The method of claim 62, further comprising the step of assigning varying weights to the target attributes; and

ranking the media content having attributes matching the target attributes by the weighted target attributes, wherein the predetermined matching criteria includes consideration of the ranking of the media content.

64. (Original) The method of claim 58, further comprising the step of:  
measuring the environmental variables of the remote display devices via hardware  
sensors.

65. (Original) The method of claim 64, further comprising the step of:  
measuring the environmental variables of the remote display devices via software  
sensors.

66. (Canceled).

67. (Original) The method of claim 58, wherein predetermined matching criteria for each remote display device includes consideration of whether the media content is locally stored on the local storage medium.

68. (Original) The method of claim 58, wherein at least one of the remote display devices comprises a plurality of the electronic displays.

69. (Original) The method of claim 68, wherein for each of the electronic displays of the one remote display device:

one or more target attributes are associated therewith that relate to environmental variables of the electronic display such that the one or more target attributes associated with one of the electronic displays are different from the one or more target attributes associated with another one of the electronic displays, and

the displaying of the media content on the electronic display includes displaying only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria with respect to the one or more target attributes associated with the one electronic display.